RJ Reynolds
Tobacco Company

Sarah Rush
Systems Coordinator
Buffalo ROU
1-800-942-6647

7/14/98
Transferred
200 SKUs
Displays
Item #
544565
to Kevin
SFL 23

May 28, 1998

#1622: S. Sheft / E. Economides / B. Steele / J. Coslett
#1623: S. Close / G. Bain / M. Tisinger / S. Haskin / J. Salerno / R. Cote
#1626: D. Neaf / B. Davignon / M. Morris / N. Clary / D. Miller
#1642: S. Schwalm / R. Tanchyk / J. McLean / B. Cook
#1645: R. Duszynski / A. Zecca / K. Jurgensen

1998 July Deeper Promotion Coverage (DPC)
Promotion #801037

Ladies & Gentlemen:

Attached is all the promotional information for **July Winston DPC**. All order forms must be returned to the ROU by **Friday, June 12, 1998**. The delivery date to direct account for all product, displays and VPR's will be Monday, June 29, 1998. The ship date to retail is the week of July 6.

Also attached are the most current direct account lists. These account lists include the DPC national indicators and accounts out of our region supplied by in region direct accounts. Any calls that were on DPC that had "0" showing up under all of our national indicators or only had PM/Bat and/or American Spirit indicators were deleted from DPC. You may order according to these list or you may order more than indicated since our total numbers do not match our allocations.

Our allocations for this promotion is as follows:

WINSTON

Displays(20 packs per SKU) - 1,880 VPR's(20 stickers per sheet) - 1,880

51861 6773

Source: https://www.industrydocuments.ucsf.edu/docs/npvn0000

These allocations will be on a first come, first serve basis, as they were for the 2nd quarter promotions.

If you have any questions, please contact me.

Regards,

Sarah

Sarah Rush

c: L. MacWilliams
R. Smith *(cover only)*
S. Macleod *(cover only)*
R. Noonan *(cover only)*
D. Keeney *(cover only)*
J. Campbell

Please answer the following survey and return this page with your DPC orders.

DPC SURVEY

1. Do you think our region should eliminate the use of presniped product?
   Yes_____ No_____

2. Is it easier for accounts to use:
   Monarch guns _____ VPR's_____

51861 6774

Source: https://www.industrydocuments.ucsf.edu/docs/npvn0000

JULY WINSTON DPC PRODUCT / DISPLAY ORDER FORM

Deeper Promotion Coverage

_____

Responsible Mgr. / Sales Rep Name

ONLY REGULAR DPC PRODUCT IS AVAILABLE FOR THIS PROMOTION.

Promotion #801037

WINSTON 30¢ OFF 1-Pack

Display Item #544565
VPR Item #544562

_____ _____

Direct Account Name SIS Number

Displays /544565:_____ (20 packs per display)

VPR's / 544562:_____ (1 sheet of 20 30¢/pack VPRs per Display SKU)

Winston Regular DPC Brand Styles

Winston Box (12M)	Winston Lts Box (6M)

Arrival Date to Direct Account for product and promotion material is June 29, 1998.

51861 6775

Source: https://www.industrydocuments.ucsf.edu/docs/npvn0000

JULY WINSTON

DEEPER PROMOTION COVERAGE PAYMENTS

TO ROU: Please request Payment for the following account:

FROM:_____ _____
Name Div. and/or Assign. #

DATE:_____

DPC PAYMENT FOR:

JULY WINSTON 30¢ OFF 1-PACK / #801037

ACCOUNT SIS #_____

Account Name:_____

SEND PAYMENT TO (X): _____ ACCOUNT ____ MY ATTENTION

ASSEMBLY / DELIVERY PAYMENT:

#/Stores Shipped Displays		Rate per Store		Total
_____	x	$7.00	=	$_____

***VPR PAYMENT:**

#/packs		Rate per Pack		Total
_____	x	30¢	=	$_____

Comments:

_____

_____

_____

*VPR payment only to be made if account used on hand inventory

Complete One form for each Direct Account Payment is requested for
Mail or fax this form to ROU Attn: Sarah

51861 6776

Source: https://www.industrydocuments.ucsf.edu/docs/npvn0000